

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WBRC	Date: 9/4/12
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I, Kim Hines

do hereby request station time concerning the following issue:

Keep ALABAMA Working

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See station Order					

Total Charges: \$9,060.⁰⁰ (GROSS)

This broadcast time will be used by: KAW PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

KAW PAC


and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

9/14/12  334-262-5478
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 DAVE DUNCAN General Sales Manager
 Signature Printed Name Title



WBRC-TV

ORDER

Print Date 09/14/12

Page 1 of 2

Flight Dates 09/16/12-09/18/12Order Sep 00:15:00Contract / Revision 820573 /ProductEstimate #**Keep Alabama Working-PAC-KAW**Alt Order #Original Date / RevisionAgency Com 15%Billing Type Cash

09/14/12 09/14/12

Billing ContactOrder Type GeneralAdvertiser **Keep AL Working PAC**Billing Cycle EOM/EOC**P. O. Box 70558
Montgomery, AL 36017**Billing Calendar BROADCASTDemographic A25-54Agency **Matrix**Rev Codes Agency Political Pol-IssueBuying ContactSales Office L-BIRProduct Codes PL20**P. O. Box 70558
Montgomery, AL 36017**Sales Region LocalPriority P 2Agency RefAdvertiser RefPrimary Account Executive

House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
WABM	%	
WBIQ	%	
WBMA	%	
WBRCb	%	
WCFT	%	
WCIQ	%	
WDBB	%	
WIAT	%	
WJRD	%	
WJSU	%	
WPXH	%	
WTJP	%	
WTTD	%	
WVTM	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	13	\$7,701.00	\$9,060.00	0.00	08/27/12	09/18/12	13	\$7,701.00	\$9,060.00
Totals	13	\$7,701.00	\$9,060.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WBRC	09/16/12	09/16/12	Sunday Morning News	Comm	7-9am	-----S	:30	2	\$245.00	P 3	0.00	NM	2	\$490.00
				Sunday Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	-----S		2		\$245.00		0.00					
N 2	WBRC	09/16/12	09/16/12	Sun 10pm News	Comm	10-1030pm	-----S	:30	2	\$825.00	P 2	0.00	NM	2	\$1,650.00
				Sun 10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	-----S		2		\$825.00		0.00					



Hiatus Dates

Order Sep 00:15:00

Advertiser	Product	Estimate #
Keep AL Working PAC	Keep Alabama Working-PAC	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 3	WBRC	09/17/12	09/18/12	Good Day Alabama 6-7am GDA 6-7am	Comm	6-7am	32-----	:30	5	\$580.00	P 2	0.00	NM	5	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	32-----		5				\$580.00		0.00			
N 4	WBRC	09/17/12	09/17/12	6pm News 6pm News	Comm	6-630pm	2-----	:30	2	\$980.00	P 2	0.00	NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	2-----		2				\$980.00		0.00			
N 5	WBRC	09/17/12	09/17/12	MF 10pm News M-F 10pm News	Comm	10-1035pm	2-----	:30	2	\$1,030.00	P 1	0.00	NM	2	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	2-----		2				\$1,030.00		0.00			
Totals														13	\$9,060.00